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## MEMORANDUM

TO: Ron Belmont, Supervisor - Mayor and Town Board Members

FROM: Gerry Salvo, Superintendent of Recreation

DATE: February 4, 2014

SUBJECT: Japan Block Fair/Festival

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Request by Gerry Salvo, Superintendent of Recreation, for authorization to have Japan Block Fair Inc. hold a "Hanami" festival on Sunday, May 4, 2014 at Ma Riis Park from 11:00 a.m. to 5:00 p.m. This festival will be recreated for Harrison residents where they will be able to enjoy the cherry blossoms while enjoying foods and alcoholic and non-alcoholic drinks. After all the costs have been covered proceeds from the event will be donated to the Town of Harrison. Further, all insurance must be submitted and an Indemnification Agreement signed.

Please find our proposal for Harrison Spring Festival / Japan Block Fair on May 2014

**Objective:**

To show appreciation to the Village of Harrison, which has continuously welcomed and supported the Japanese community within their own, and to deepen the relationship and understanding of the residents and their cultures.

**Proposal:**

For Japanese people, especially for whom English is not their native language, and who generally tend not to be as active within the community, this is a great opportunity to become more involved by introducing Japanese foods and culture to the local residents.

Early spring is “hanami” (viewing of the blossoms) in Japan , during which time most people will visit parks to gather with friends, for entertainment, and for a chance to unwind by surrounding oneself with nature, and good foods and drinks. With support from the Village of Harrison, we would like to recreate this seasonal event for the community, and provide its residents a chance to experience authentic Japanese foods and performances.

**Event details:**

- On-stage performances of traditional and modern Japanese dances and music.
- Food vendors will be preparing and selling authentic Japanese food. Vendors will include local shops and restaurants, as well as those from NYC. Menu items will be mostly snack-sized portions, which can easily be enjoyed, at around \$5 each. (Will require permit from the Department of Health)

**Potential Food Vendor:**

\*noodles- Thick noodles made from flour, in hot soup, will be served with beef, mountain vegetables, and fried sweet tofu skin on top.

\*Pork “kushiyaki”- Pork skewers will be cooked on a hot plate and smothered in special teriyaki sauce.

\* “Takoyaki”- Flour-based batter will be cooked in a ball shape, and filled with octopus, meat, and vegetables, and served with teriyaki sauce.

\* “Ika yaki”- Whole grilled squid.

\* “Okonomiyaki”- Japanese style pizza. Flour-based batter will be cooked in a pancake shape, with seafood, meat, and vegetables.

\* “Onigiri”- Rice balls. Filled with plum, seaweed, bonito flakes, tuna, and wrapped in seaweed.

\* “Yakitori”- Grilled chicken skewers served with teriyaki sauce.

\* Sushi- Cooked ingredients and vegetables will be made into sushi rolls and sushi pieces.

\* Japanese snacks- Snacks with cute packaging, and generally lower salt and sugar content will be for sale.

• game booths will be set up to introduce traditional Japanese games that children play at festivals.

#### Potential Game Vendor:

\* “Kingyo sukui”- You will be given a “net” that is made of a thin tissue. The point of the game is to scoop as many goldfish as you can from a small inflatable pool, and into your bowl, until the “net” tears. You get to keep all the goldfish that you are able to scoop.

\* “Yo-yo tsuru”- You will be given a toy “fishing rod”. The point of the game is to try and hook a water balloon yo-yo from a small inflatable pool in which they are floating. The water balloon yo-yo’s are all different colors and designs, so you will try and “fish” out your favorite one from the pool. Department of Health)

#### Potential Merchandise and Craft Vendor:

“**Hanami**” festival will be recreated for Harrison residents, where they will be able to enjoy the cherry blossoms, while enjoying Japanese foods and alcoholic and non-alcoholic drinks. This will be an opportunity for the typically shy Japanese community to relax and interact with the local residents. (Will require a one day New York State soft liquor permit)

**Event date (preference):**

May 4, 2014 (Sunday) from 11am to 5pm, ( if May 4th does not work, May18th)

**Event location (preference):**

Riis Park, or other park close to the train station.

**Business plan:**

The event will be organized by Japan Block Fair Inc, and revenue will be generated through vendor fees, donations from sales, and through recruitment of local businesses, and other Japanese companies as sponsors.

After all costs have been covered, proceeds from the event will be donated to the Village of Harrison.

**Event production:**

Production will be in cooperation between Japan Block Fair Inc. and Harrison's Japanese food and beverage-related organizations (Oinshinbo Market, Hajime Restaurant, Momiji Restaurant, etc.)

**Japan Block Fair Inc. and its organizational vision:**

In 2005 and 2008, Japan Block Fair Inc. has intermittently participated in street events taking place in Manhattan, and since 2009, has organized and hosted 3-4 events at these block fairs each year. Additionally, in 2013, Japan Block Fair Inc. hosted a Cherry Blossom Festival-themed event on Roosevelt Island in April, "Natsu Matsuri" (Summer Festival)-themed event in the East Village in June, and Fukushima-themed event in the Upper West Side in October. Fukushima is where the nuclear power plants affected by the earthquake and tsunami of March 2011 are located. More information can be found at [www.japanblockfair.com](http://www.japanblockfair.com) for **2013's event**.

The plan for 2014 is for Japan Block Fair Inc. to host a Spring Sakura Festival in Manhattan on Mid-April, in White Plains on April 27<sup>th</sup>. and in Stamford CT on May 3rd. And if approved by the Village of Harrison for the event on May 4<sup>th</sup>, to continue traveling north to Boston on June 7<sup>st</sup>, to connect these cities and its residents by way of Japan Block Fair's Sakura Expressway.

Japan Block Fair Inc. would like to continue organizing an annual event in these key cities, and in the future, to connect these cities in an "Ekiden" race (a traditional Japanese road relay race), to establish a deeper understanding between the Japanese and American people through teamwork and the sharing of cultures.

**\*\* Attached photo from 2012event.**

- 1.Yoyo Pick game
- 2.Tenugui (cotton cloth with Japanese art)
- 3.Takoyaki (teriyaki ball)
- 4.Yakitori by local Middle and High school student

I really expect that you make this event happens.

Thank you!

Todo Todoroki

Japan Block Fair inc

